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Recall -- Firm Press Release

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Nestlé Withdraws Nestlé Farinha Lactea Cereal in the United States

Contact:

Nestlé USA Corporate
(818) 551-3284

FOR IMMEDIATE RELEASE -- November 3, 2008 -- Nestlé is withdrawing Nestlé Farinha Lactea cereal in the United States. Nestlé is taking this action as we have learned that the product may contain residual traces of a pesticide not currently approved for use on wheat in the U.S. While the pesticide is approved for use in Brazil and the noted levels are well below Brazilian standards, it is not used on wheat products in the United States and therefore there is no set standard for its presence in cereal. The pesticide is permitted in the United States on grain crops other than wheat.

Nestlé Farinha Lactea cereal is manufactured in Brazil by Nestlé Brazil and sold primarily in Portuguese language communities in the United States. The withdrawal applies to all sizes, varieties and production codes of the product. No other Nestlé products are affected.

Nestlé USA is assisting with the withdrawal of this product from the U.S. market to ensure the continued quality and safety of Nestlé products. Nestlé has not received any illness reports or consumer complaints.

Consumers who have purchased Nestlé Farinha Lactea cereal should not consume the product, and should return it to the store where they purchased it for a full refund.

We encourage consumers with questions about the withdrawal to contact Nestlé Consumer Services at (800) 628-7679. Media should contact Edie Burge at Nestlé USA Corporate & Brand Affairs at (818) 551-3284.

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